

## **THE EFFECT OF PERSONALITY TRAITS AND CONGRUITY ON CUSTOMER SATISFACTION AND BRAND LOYALTY ON JANJI JIWA COFFEE IN SURABAYA**

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### **Abstract**

This study aims to prove the effect of personality traits and congruity on customer satisfaction and brand loyalty on Janji Jiwa Coffee in Surabaya. This research is basic business research with causal and quantitative research approaches. It uses a purposive sampling approach with a sample of respondents aged 18 years and over who had bought and visited Janji Jiwa coffee in Surabaya. Respondents used in this study were 180 people. The analysis in this research uses SEM (Structural Equation Modeling) and then processed using SPSS software version 20 for Windows and AMOS version 21.0 for Windows used for testing the Measurement Model (Outer Model) and Structural Model (Inner Model).

*Keywords:* personality traits, congruity, customer satisfaction, brand loyalty

### **INTRODUCTION**

The food and beverage business is one of the attractive businesses for business people because besides generating high profits, food is a basic necessity for society. So, wherever and whenever, people need food as a staple source of life (Ayodya, 2007).

One of the businesses with promising growth in Surabaya is the restaurant and cafe business. This is in line with Tjahjono Haryono's statement (the Chairman of the Indonesian Cafe and Restaurant Entrepreneurs Association - Apkrindo East Java), who said that East Java has considerable potential in the culinary industry. Not only because this province has a variety of specialties, but the market in this region is also very potential. This is due to a relatively large population and is supported by the economic growth rate, which reaches 7.2%. Data from the Central Statistics Agency (BPS) of East Java showed that in the second quarter of 2012, the highest growth occurred in the trade, hotel, and restaurant sector (PHR) at 10.54%. (Seputar-

Indonesia, 2012, downloaded on 9 September 2019). One of the growing food and beverage industries is the coffee shop (Kang et al., 2012).

The coffee shop is a place that is synonymous with a comfortable atmosphere filled with neatly arranged tables and chairs, selling various variants of coffee, snacks, and accompanied by music that makes consumers comfortable (Soekresno, 2002). Coffee shops used to be categorized into informal restaurants that are usually open 24 hours and often found in hotels. With the development of the times and increasingly complex consumer needs, coffee shops nowadays sell various snacks, drinks, provide a place to relax, and are no longer located in hotels only, but in shophouses and malls. A coffee shop's current concept is different from the previous one whose primary purpose was only to sell coffee, while a coffee shop now applies the same concept as a café (Cousins et al., 2002).

Consumers tend to visit a particular coffee shop as a form of self-expression and a way of communicating their identity (Kang et al., 2012). The development of coffee shops in Indonesia cannot be separated from the increasing number of coffee production in Indonesia. Data showing an increase in coffee production in Indonesia can be seen in Table 1 below:

**Table 1.**  
**Indonesia Coffee Production Data (thousand tons)**

	2015	2016	2017
Coffee Production in Indonesia Growth	602,37	632	636,7

source: <https://www.bps.go.id>

The above data shows that every year, coffee production in Indonesia continues to increase. Production in 2015 was around 602.37 thousand tons, in 2016 was 632 thousand tons or an increase of 4.92 percent, and in 2017 was around 636.7 thousand tons indicating an increase of 0.74 percent compared to 2016 (<https://www.bps.go.id>, downloaded on 10 September 2019). This growth in coffee production also signifies high coffee consumption.

The high coffee consumption in Indonesia is directly triggered by the iced coffee milk trend, which began in mid-2018 until it became a trend among the younger generation and skyrocketed to become a trending topic among foodies. This iced coffee milk trend started from a coffee shop in South Jakarta, which now other coffee shops have indeed started competing to serve iced coffee milk with unique names (<https://food.detik.com>, downloaded on 10 September 2019).

Surabaya is one of the big cities that is also enjoying the iced coffee milk trend, as seen from the many iced coffee milk shops in Surabaya like *Janji Jiwa*, *Kopi Lain Hati*, and *Kopi Kenangan*. From several coffee shops' names above, the authors are interested in choosing *Janji Jiwa* as the research object. The author chose *Janji Jiwa* because it has the largest market share in Surabaya, as evidenced by the number of shops reaching 20 outlets. ([www.instagram.com](http://www.instagram.com), downloaded 10 September 2019).

Marketing theory shows that self-image congruence has an effect on brand choice, preference, and loyalty (Wang et al, 2009). Several studies also show a correlation between store image and self-image on product perception and purchase intention (Bloemer & Oderkerken-Schroder, 2002). A previous study also shows that personality traits result in higher congruity. High congruity occurs when consumers' personality traits fit the personality traits of a company or product brand (Hsieh, Pan, & Setiono, 2004). Thus, the hypothesis can be stated as follows:

H1. Personality traits have a positive effect on congruity.

According to Solomon and Jackson (2014), the personality traits dimension is the beginning of a satisfaction relationship where the two constructs are positively related to one another. Rosowsky and Sega (2012) argue that customer satisfaction mediates the relationship between personality traits and long-term relationships. Thus, the hypothesis can be stated as follows:

H2. Personality traits have a positive effect on customer satisfaction.

Consumers are more likely to use brands that reflect their personality traits (Govers & Schoormans, 2005) to express themselves (Herstein et al., 2013). Several studies show that a brand can exhibit strong symbolic values that describe each other's personality traits (Ekinici et al, 2013; Hultman, Skarmeas, Oghazi, & Beheshti, 2015). Thus, coffee shops with strong personality traits tend to fit effectively by reflecting the consumers' self-image.

Marketing activities aim to help consumers to believe in and recognize brand personality traits, which also strengthen the relationship between brands and consumers that increases consumer loyalty to a brand (Lin, 2010; Matzler et al., 2006). Thus, the hypothesis can be stated as follows:

H3. Personality traits have a positive effect on brand loyalty.

Chon (1992) discusses the related direct effect of congruity on customer satisfaction and also depicts a significant relationship between congruity and customer satisfaction. (Bonsnjak et al, 2011) scrutinize that the greater the fit between a customer's self-image and a brand name, the greater the satisfaction. According to Sirgy and Su (2000), every individual needs self-consistency by behaving in accordance with the characteristics of their identity. Therefore, congruity will affect the overall customer evaluation of the coffee shop they visited. Thus, the hypothesis can be stated as follows:

H4. Congruity has a positive effect on customer satisfaction.

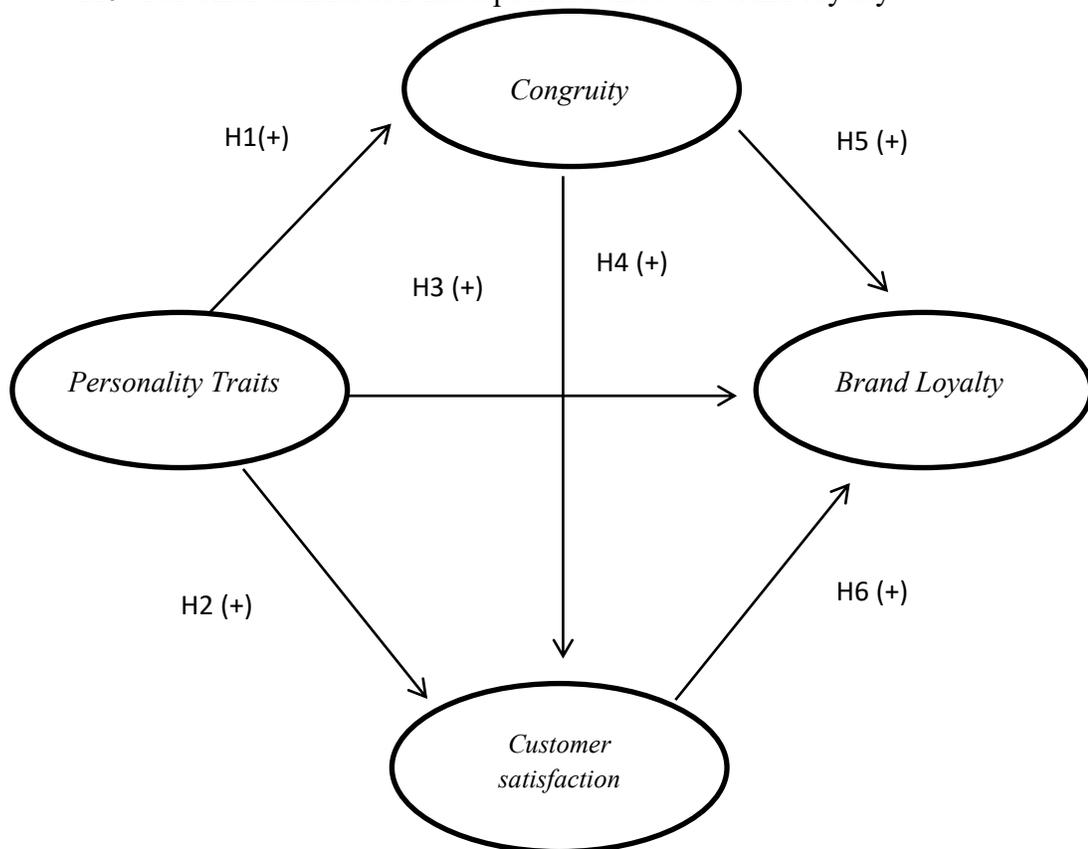
Congruity is one of the factors that determines brand loyalty and is proven to be an antecedent of customer attitudes towards products and behavior (Lee & Hyman, 2008). Sirgy (2008) extend self-congruity research towards the context of corporate sponsorship by showing that congruity with sponsorship is a mediating role in the relationship between corporate sponsorship and brand loyalty. Sop et al research (2019) also shows that congruity has a direct effect on customer loyalty. Likewise, Liu et al (2020) also show the same results. Customers tend to develop their feelings of loyalty when they are aware and can feel a sense of conformity with the brand (Kressmann et al., 2006). Thus the hypothesis can be stated as follows:

H5. Congruity has a positive effect on brand loyalty.

Satisfaction is part of brand loyalty, where increased satisfaction leads to increased brand loyalty (Bennett et al., 2005). Satisfaction can be said to increase loyalty when measured by several consecutive purchases from the same brand (Ha & Park, 2012). According to Fornell et al (1996), increased customer satisfaction can also increase brand loyalty when consumers make repurchases and price tolerance.

According to (Oliver 1999), customer satisfaction refers to "the beginning of a transitioning sequence that culminates in a separate loyalty state". Customer satisfaction and brand loyalty are positively related, as evidenced by several studies (Bloemer & Kasper, 1995). Satisfaction with the preferred brand is one indicator of brand loyalty (Sahin et al., 2011). Thus, the hypothesis can be stated as follows:

H6. Customer satisfaction has a positive effect on brand loyalty.



**Figure 1.**  
**Research Model**

## RESEARCH METHODS

Based on the research category proposed by Zikmund et al. (2009), this study is categorized as basic business research because the purpose of this research is to develop science, not to solve a problem or phenomenon in a particular company.

The type of data used in this study was the primary data. Primary data obtained from distributing questionnaires referring to the Kim, et al. (2017) journal. The questionnaire was structured and designed to be easily understood by respondents. The data was then used for data processing and analysis related to existing phenomena and theories.

This study also asked respondents' profiles, namely gender, age, education level, total income, and frequency of purchasing *Janji Jiwa* products in one year to show and strengthen hypothesis testing where exogenous variables do affect endogenous variables.

In this study, the target population was respondents who had visited and bought *Janji Jiwa* coffee and beverage products in Surabaya in the past year. The expected characteristics of the respondents are as follows: 1. Have visited and bought *Janji Jiwa* products at least four times in the past month, 2. Minimum high school education or equivalent, and 3. Domiciled in Surabaya. These respondents' characteristics were determined to get respondents who understand the object of research and are able to fill out the questionnaire correctly and adequately so that the results of data collection are more reliable and accurate.

The sample is a small part that is expected to represent a larger population (Zikmund et al., 2009). In this study, the sampling technique used was non-probability sampling. With this technique, the probability of any particular member of the population being selected is unknown, whereas the selection of unit sampling in non-probability sampling depends on the researcher's personal judgment (Zikmund, 2009). The type of non-probability sampling chosen was purposive sampling, a sampling technique to obtain samples from people with predetermined criteria (Zikmund, 2009).

SPSS 18 was used for data processing to test each question's validity and reliability on the initial data questionnaire consisting of 30 questionnaires. The reliability test was used to measure the internal consistency of the scale with Cronbach's Alpha. All constructs can be used when Cronbach's Alpha value is not less than 0.6. Meanwhile, the validity test can be done by calculating the correlation between each statement in the questionnaire used.

Furthermore, data processing was carried out using AMOS 20.0. The first stage is a measurement model that connects indicators with variables. The approach used to assess a measurement model was to calculate Construct Reliability and Average Variance Extracted.

Hypothesis testing was carried out by taking into account the critical ratio. The standard used is 1.96. A hypothesis is said to be supported if the critical ratio is greater than or equal to 1.96.

## RESULTS & DISCUSSION

The results and discussion section is divided into two parts, the first is the measurement model and the second is the structural model.

**Table 2.**

**The results of the measurement model fit test**

No	The Goodness of Fit test	The Goodness of Fit criteria	Results	Description
1	CMIN/DF	$\leq 3$	2.329	Good Fit
2	GFI	0.8 – 0.9	0.806	Marginal Fit
3	RMSEA	$\leq 0.08$	0.086	Not Fit
4	CFI	$\geq 0.9$	0.947	Good Fit
5	TLI	$\geq 0.9$	0.938	Good Fit

Source: Results of data processing using AMOS 21.0

After adjusting the measurement model with the Goodness of Fit Index, then the next step is to calculate the estimated value and the significance of the relationship between the indicator and construct in the measurement model. From table 2 regarding the data on the results of the measurement model fit test, it is known that all of them have a fit, where the CMIN/DF, RESMEA, CFI, and TLI indices are classified as a good fit, while the GFI index is classified as a marginal fit.

Table 3 is used to test the validity and reliability of the measurement model. The AVE will be accepted if it is  $\geq 0.5$ , which means the variable is valid. The CR will be accepted if it is  $\geq 0.7$ , which means the variable is reliable.

**Table 3.**

**Construct Reliability and Average Variance Extracted**

No	Variable	( $\Sigma$ std loading)	$\Sigma$ (std loading <sup>2</sup> )	$\Sigma$ error	CR	AVE
1	Personality Traits	5.012	4.200	1.800	0.933	0.700
2	Congruity	6.079	5.283	1.717	0.956	0.755
3	Customer Satisfaction	2.628	2.300	0.694	0.909	0.768
4	Brand Loyalty	3.670	3.368	0.674	0.955	0.842

Source: Appendix

In Table 3, it can be seen that all variables have a CR value  $\geq 0.7$ , which indicates that the research variable is reliable. Whereas, in this study, AVE has different values. These results are due to the standard average value of loading indicators close to the threshold, causing the AVE value to be below the required. All AVE values are declared valid because they are  $> 0.5$ . There are two conditions to test the validity, first seen from the loading standard value and second seen from the variable validity through the average extracted variable (AVC). So if the standard loading value of all variables meets the requirements, namely  $> 0.5$ , this can be accepted and declared valid, then the research can be continued.

The overall structural model with empirical data in the study was measured by the Goodness of Fit Index (GOF). GOF identifies how good the specified model produces a covariance matrix between each indicator. The table below shows the goodness of fit value in this study.

**Table 4.**  
**The results of the Structural model fit test**

No	The Goodness of Fit Test	The Goodness of Fit criteria	Results	Description
1	CMIN/DF	$\leq 3$	2.329	Good Fit
2	GFI	0.8 – 0.9	0.806	Marginal Fit
3	RMSEA	$\leq 0.08$	0.086	Not Fit
4	CFI	$\geq 0.9$	0.947	Good Fit
5	TLI	$\geq 0.9$	0.938	Good Fit

Source: Results of data processing using AMOS 21.0

The results of the structural model goodness of fit can be seen in Table 4. From this table, it can be seen that the structural model has a fairly good fit. The RMSEA does not fit, but it is tolerable because it does not go too far beyond the threshold (0.08). Figures on the GFI also show the marginal fit that still meets the criteria. Overall, this structural model is acceptable. The hypothesis test results can be seen in Table 5.

**Table 5.**  
**Hypothesis Test Results**

Hypothesis	Path	Std Estimate	C.R.	P-value	Description
H1	Pers → Cong	0.842	11.127	***	Supported
H2	Pers → Satis	0.629	24.609	***	Supported
<b>H3</b>	<b>Pers → Loyal</b>	<b>0.199</b>	<b>1.466</b>	<b>.143</b>	<b>Unsupported</b>
<b>H4</b>	<b>Cong → Satis</b>	<b>0.198</b>	<b>1.411</b>	<b>.158</b>	<b>Unsupported</b>
H5	Cong → Loyal	0.384	3.084	.002	Supported
H6	Satis → Loyal	0.610	5.529	***	Supported

The results of this study indicate that personality traits have a positive effect on congruity. This shows that in this study, personality traits have an essential role in influencing the congruity of *Janji Jiwa* coffee in Surabaya because personality traits are the primary determinants of a customer's suitability with a product. Therefore, when customers' personality traits do not fit the personality traits of *Janji Jiwa* coffee products, congruity on *Janji Jiwa* coffee will not occur.

The results of this study also indicate that personality traits have a positive effect on customer satisfaction. This shows that when customer personality traits and personality traits of *Janji Jiwa* coffee products fit, it will lead to customer satisfaction with the product brand. The results of this study also show that congruity has a positive effect on brand loyalty. This shows that the higher the congruity level of customers with *Janji Jiwa* products, services, and the environment will lead to loyalty

to the product. The results of this study also indicate that customer satisfaction has a positive effect on brand loyalty. This shows that when customers feel satisfied with *Janji Jiwa* coffee, it will lead to loyalty to the *Janji Jiwa* coffee brand.

## CONCLUSION

The recommendation that can be given to the *Janji Jiwa* coffee shop is to further increase customer satisfaction by increasing the SOPs at each outlet, because even though the SOPs are the same, sometimes mistakes occur in the process, both in the SOP for making products and for services. Therefore, increasing the existing SOP will reduce mistakes so that customers will feel satisfied and loyal to *Janji Jiwa* coffee.\

The recommendation for the *Janji Jiwa* coffee shop is to pay attention to the visitors' personality characteristics. After the data is collected, products in line with these personality traits can be launched, so satisfaction increases and the customer becomes loyal.

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